

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/FEB. 19, 1962

1962

january

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february

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october

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november

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december

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 16, 1962</u>			
Thursday Feb. 15 9:30 A.M.	PREVIEW OF SUMMER COUTURE COLLECTION Presentation of Maria Krum's couture daytime, travel, and evening fashions. For press and buyers, by invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Thursday Feb. 15 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Spring custom-order collection at a preview for press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER, INC.	609 FIFTH AVENUE SALON - 8TH FLOOR
Thursday Feb. 15 12:00 Noon Luncheon	PREVIEW: COUTURE SUMMER FASHIONS Daytime, cocktail, and evening fashions for press and buyers. Daily thereafter at 12:00 Noon. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Feb. 15 12:00 Noon	OPENING OF SUMMER COLLECTION Summer dresses and costumes, designed by John Moore, at 12:00 Noon, Feb. 15 and 20. Contact: Don Koniak, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday Feb. 15 12:30 P.M. Luncheon	MILLINERY AND FURS AT LUNCHEON SHOW Showing of hats by Don Marshall. Coiffures and makeup by Charles of the Ritz. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Publicity & Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DON MARSHALL (18 EAST 53RD STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 15 2:30 P.M.	PRIVATE PRESS PREVIEW: NEW THIRD FLOOR Henri Bendel privately presents the new third floor merchandise to the press only. (For release, Mon., Feb. 19 -- official floor opening.) Contact: Ruth Hammer, Publ. Dept. at Henri Bendel, CI. 6-1100, Ext. 345.	HENRI BENDEL	3RD FLOOR
Thursday Feb. 15 2:30 P.M.	PREMIERE SHOWING OF PETITE COLLECTION "A Star is Born"--premiere showing of Estevez Petite collection for Summer, designed by Luis Estevez. Also, Feb. 20 and 21 at 2:30 P.M. (Note Change Of Date.) By invitation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ PETITE	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 15 4:00 P.M. Champagne	OPENING: SUMMER COUTURE FASHIONS Daytime, cocktail, and evening fashions, designed by Pepe Fernandez. By invitation. Thereafter by appointment. Contact: Mrs. Sylvia Fernandez or Miss Justo, PL. 2-0712. Publicity: Essie Pinsker, WI. 7-4591.	PEPE FERNANDEZ	211 EAST 53RD STREET SALON - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Feb. 15	OPENING OF SUMMER COLLECTION Continuous daily showings of Parklane Junior daytime dresses; Parklane Debs afternoon and cocktail fashions; and Petites by Parklane, Inc. Contact: Ruth Elsinger, WI. 7-0430.	PARKLANE JUNIORS; DEBS; PETITES BY PARKLANE	1400 BROADWAY SHOWROOM - 7TH FLOOR
Beginning Thursday Feb. 15	SHOWING: SUMMER ITALIAN FASHIONS Camisene's (Firenze) Summer active and spectator sportswear collection, spectator beachwear; also Avon's knitwear. Continuous daily showings. Contact: Lillian Frank, PL. 5-4592 or PL. 3-3500, Ext. 212.	CAMISENE; AVON (P. CELLI)	LILLIAN FRANK 42 W. 58TH ST., RM. 212
Thursday Feb. 15	OPENING OF SUMMER SPORTSWEAR COLLECTION Melba Hobson's Summer sportswear, separates, and playclothes at continuous daily showings. Contact: Bernice Lewis, WI. 7-8178.	MR. GEE- MELBA HOBSON	1407 BROADWAY SHOWROOM - 25TH FLOOR
Beginning Thursday Feb. 15	SKIRTS AND SHIRTS FROM GREECE Ellen Lockwood will show hand-loomed and hand-decorated skirts; and natural wool hand-knit long torso sweaters from Greece. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Thursday Feb. 15	SUMMER READY-TO-WEAR COLLECTIONS Continuous showings of sportswear, separates designed by Polly Hornburg for Calypso of Bermuda; Irish linen dresses and suits by Strelitz; sports- wear and dresses by Consentino of Capri. By appointment. Contact: Vir- ginia Krementz, PL. 3-4464 or PL. 3-3500.	CALYPSO; STRELITZ; CONSENTINO	VIRGINIA KREMENTZ 42 W. 58 ST., RM. 203
Friday Feb. 16 5:30 P.M.- 6:30 P.M. Cocktails	"FASHIONS ON THE AVENUE"--SHOW "After One"--Premiere showing of custom-order daytime, cocktail, and evening wear, designed by Glenn Gress for The Bald Soprano Ltd. Furs-- J. Diamond. Coiffures--Emile Bock. Gloves--Kislav. Hosiery--Phoenix. Custom Cosmetics--Tourneur. No minimum. Also showing Sunday, Feb. 18 from 1:00-3:00 P.M. (brunch). Reservations--\$4.50; contact: Mr. Hugo, PL. 5-0600. Fashion Show Producer: Martha Holiday, RE. 7-2160.	THE BALD SOPRANO LTD.; J. DIAMOND FURS	HOTEL DRAKE MON PLAISIR
Saturday Feb. 17- Feb. 25	1962 ANNUAL SPORT SHOW More than 20 states will participate in the Annual Sport Show under aus- pices of N.Y. Mirror, for benefit of its Youth Welfare Program. Admis- sion: \$1.50; children, 75¢. Contact: James Hurley, MU. 2-1000.	NAT'L SPORTS, VACATION AND TRAVEL SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE

WEEK BEGINNING SUNDAY, FEBRUARY 18, 1962

Sunday Feb. 18 12:30 P.M. Brunch	SPRING FASHIONS DURING BRUNCH Spring fashions by Herbert Sondheim, designed by Sara Ripault, available at Henri Bendel. Shoes--Ferragamo. Gloves--Kislav. Coiffures--Tony Mig- liaro. Jewelry--Ann Caviness. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Show Publicity: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542. Sondheim Publicity: Barbara Kling, PL. 3-1709.	HERBERT SONDHEIM (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Feb. 18	BRUNCH SHOWING OF FASHIONS AT HOTEL DRAKE, 1:00 P.M. (See Above)		

READY-TO-WEAR TIME TABLE, WEEK OF FEBRUARY 19

("O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOW; "*" ALSO SHOWING FRIDAY)
For more details, refer to specific listings in current and previous issues.

<u>MONDAY, FEB. 19</u>	<u>TUESDAY, FEB. 20</u>	<u>WEDNESDAY, FEB. 21</u>	<u>WEDNESDAY, FEB. 27</u>
10:00		Adele Simpson	
10:30 Rudolf		Rudolf Trigere	
11:00	Wragge		
11:30 Mignon		Mignon	
12:00 C. Alexander Estevez	C. Alexander Estevez Alison Talmack	C. Alexander Estevez	
1:00 Teal Traina	Teal Traina Hannah Troy Harvey Berin	Hannah Troy Harvey Berin	Harvey Berin
1:15 Nat Kaplan			
1:30	Highlight		
2:30	Branell Ceil Chapman Larry Aldrich Jamison Maurice Rentner Trigere Ira Rentner Estevez Petite	Branell Ceil Chapman Larry Aldrich Jamison Estevez Petite	Maurice Rentner Trigere
3:00 Seymour Jacobson Anne Fogarty	Sarmi(O) Seymour Jacobson Anne Fogarty		
4:00 Adele Simpson(P) William Fox	William Fox Townley Frank Starr Samuel Winston	William Fox Townley	William Fox Townley

Feb. 19 BENDEL'S RELEASE DATE--Opening new third floor. Preview Feb. 15.(See Pg.1)

Monday PRESS SHOWING OF ADELE SIMPSON, INC. HOTEL PIERRE
Feb. 19 SUMMER COLLECTION (530 SEVENTH AVENUE) BALLROOM
3:00 P.M.- "Project Hope--Next Stop Peru"--press showing of Adele Simpson's Peruvian
5:00 P.M. inspired Summer collection for benefit of "Project Hope." Show at 4:00 P.M.
Tea By invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Beginning OPENING: SUMMER MILARRE ORIGINALS 1400 BROADWAY
Monday COTTON COLLECTION SHOWROOM - 9TH FLOOR
Feb. 19 Continuous daily showings of Milarre's Summer cotton collection. Contact:
Milton Lichtstein, WI. 7-7787.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 19	LONDON PICTURE RELEASE DATE.		
Feb. 20	FLORENCE PICTURE RELEASE DATE.		
Tuesday Feb. 20 9:30 A.M. Continental Breakfast	OPENING: FALL IMPORT KNITWEAR COLLECTION Import collection for Fall of couturier knitwear made in Israel, Italy, and Vienna. Show at 10:00 A.M. By invitation. Contact: Leo Mohr, LA. 4-1335. Publicity: Essie Pinsker, WI. 7-4591.	CONTINENTAL	1407 BROADWAY SHOWROOM - 36TH FLOOR
Tuesday Feb. 20 9:30 A.M. Coffee	PRESS PREVIEW: READY- TO-WEAR IMPORTS Preview for press of Macy's imported ready-to-wear, millinery. (For re- lease Mon., Feb. 26.) (Note Change Of Date.) By invitation. Publicity: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Tuesday Feb. 20 12:00 Noon Luncheon	THE FUTURE OF BEAUTY- LUNCHEON MEETING Speakers: Rene Bouche, artist; Marguerite Buck, styles director; Eileen Ford, beauty expert. Price: \$8.50, by reservation. Contact: Annette Green, MU. 3-5563.	COSMETIC CAREER WOMEN	WALDORF-ASTORIA HOTEL EMPIRE ROOM
Postponed Feb. 20	BARONESS RADVANSZKY'S PREVIEW OF SPRING MILLINERY AT 3:00 P.M. HAS BEEN POSTPONED. (New date later.) Publicity: Rasponi Assoc., TE. 8-8171.		
Tuesday Feb. 20 3:00 P.M.	OPENING OF SUMMER COLLECTION Sarmi will present his Summer collection to press and buyers. By invita- tion. Contact: CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Feb. 20 6:00 P.M.	DISCUSSION: FALL 1962 FASHIONS Speaker: Robert Riley, research consultant, Design Laboratory of the Brook- lyn Museum, will discuss fashions from 1930 to 1940 in relation to designs for Fall, 1962. For reservations contact: Frances Duehren, WI. 7-0324.	N.Y. FASHION DESIGNERS INC. (1457 BROADWAY)	522 FIFTH AVENUE 10TH FLOOR
Wednesday Feb. 21 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORTED MILLINERY Bonwit Teller will present their French and Italian Spring millinery to the press. By invitation. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	6TH FLOOR
Wednesday Feb. 21 12:30 P.M. Luncheon	PRESS RECEPTION FOR CHARLES JAMES Charles James will be introduced to the press at a reception, to announce his association with E. J. Korvette. By invitation. (For release, Fri., Feb. 23.) Fashion Coordinator: Roberta Davis, YU. 6-9400.	E. J. KORVETTE	SHERRY NETHERLAND CARNAVAL ROOM
Feb. 22	WASHINGTON'S BIRTHDAY--Thursday.		
Feb. 23	E. J. KORVETTE'S RELEASE DATE--Reception for Charles James. (See Above)		
Feb. 23	BONWIT TELLER RELEASE DATE--Imported millinery. Preview Feb. 21.(See Above)		

SUMMER CONTINUOUS SHOWINGS - These collections have opened.

ARBE ORIGINALS Cashmere coordinates, boutique separates by Dorothy Arden.
498 Seventh Avenue, 11th Floor, CH. 4-2370.

MARY BLACK Summer daytime and cocktail fashions.
41 West 57th Street, 8th Floor, PL. 8-2014.

TED BROWN Summer junior fashions, designed by Frances Prisco.
1400 Broadway, 8th Floor, PE. 6-2642.

CABANA Summer collection, bathing suits, dresses, playclothes.
1410 Broadway, 17th Floor, WI. 7-0326.

CAMEO EVENING FASHIONS; Cocktail, evening fashions designed by George Nardiello.
FIVE THIRTY P.M. 530 Seventh Avenue, 3rd Floor, PE. 6-0151.

ELOISE CURTIS. Summer junior collection.
498 Seventh Avenue, 2nd Floor, OX. 5-6650.

ANNE FOGARTY-- Summer sportswear and separates collection.
"SPORTS EDITIONS, INC." 1410 Broadway, 15th Floor, LA. 4-4671.

FONTANA Summer fashions by Fontana of Rome.
Hotel Plaza, Suite 336, PL. 3-7244.

SAM FRIEDLANDER Summer collection, designed by Raymond McCorry and Bob Bugnand.
530 Seventh Avenue, 3rd Floor, PE. 6-2663.

WAYNE FULLER Summer collection of daytime and country club dresses.
(LOS ANGELES) Savoy-Hilton Hotel, Suite 1238, EL. 5-2600.

NELLY DE GRAB Summer collection.
533 Seventh Avenue, 11th Floor, BR. 9-2581.

GROSS-SYDNEY Terry Rogers (misses); Petti-4's (petites).
498 Seventh Avenue, 17th Floor, CH. 4-3558.

HEISER-STONE Dresses and playclothes, designed by Silvano of Roma.
550 Seventh Avenue, 6th Floor, LO. 3-1534.

KASPER, INC. Summer collection.
498 Seventh Avenue, 16th Floor, BR. 9-8395.

KIMBERLY KNITWEAR . . . Summer knitwear collection.
1410 Broadway, 18th Floor, LO. 4-1080.

KLEIN & BLAICKIE . . . Misses daytime and late-day collection.
498 Seventh Avenue, 6th Floor, BR. 9-7580.

LANZ ORIGINALS Summer dresses and sportswear collection.
1407 Broadway, 26th Floor, OX. 5-6440.

MAX LAWRENCE Dresses and costumes, designed by Walter Gerson.
530 Seventh Avenue, 4th Floor, WI. 7-2055.

(continued on following page)

SUMMER CONTINUOUS SHOWINGS (continued from page 5)

LEE CLAIRE Summer late day and formal fashions.
530 Seventh Avenue, 14th Floor, WI. 7-9470.

TINA LESER Summer collection.
498 Seventh Avenue, 10th Floor, CH. 4-2631.

LESLIE FAY Summer collection.
1400 Broadway, 16th Floor, BR. 9-7700.

ERIC LUND Couture daytime, evening dresses, suits.
491 Seventh Avenue, 23rd Floor, WI. 7-1076.

ROSALIE MACRINI . . . Summer collection.
550 Seventh Avenue, 11th Floor, CH. 4-2655.

MAJESTIC SPECIALTIES . Summer color-coordinated separates.
1410 Broadway, 16th Floor, LO. 4-3113.

VERA MAXWELL Summer collection.
530 Seventh Avenue, 26th Floor, LO. 3-4358.

McMULLEN Dresses, coordinates and handknits.
550 Seventh Avenue, 2nd Floor, OX. 5-4270.

PARADE DRESS CO. . . . Summer collection, designed by Lee Evans.
1400 Broadway, 25th Floor, LO. 5-5000.

R & K ORIGINALS . . . Summer dresses.
1400 Broadway, 5th Floor, PE. 6-0900.

REMBRANDT Summer collection.
498 Seventh Avenue, 6th Floor, LO. 4-3600.

RIVERO Y MOJENA . . . Daytime, cocktail, evening fashions by Rivero y Mojena.
(FLORIDA) Savoy-Hilton Hotel, Suite 1234, EL. 5-2600.

RONA DRESS CO. Summer collection.
1400 Broadway, 19th Floor, CH. 4-3872.

ROSSINO-ANGELA Daytime and evening collection, designed by Angela.
30 West 57th Street, 3rd Floor, JU. 2-1747.

SCAASI Summer collection.
550 Seventh Avenue, 14th Floor, OX. 5-8130.

ABE SCHRADER Summer dress collection.
530 Seventh Avenue, 15th Floor, LO. 4-9194.

MORT SCHRADER Summer dress collection.
530 Seventh Avenue, 15th Floor, LO. 4-9194.

JEANE SCOTT Summer junior dress collection.
498 Seventh Avenue, 19th Floor, LO. 5-2626.

(continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>SUMMER CONTINUOUS SHOWINGS (continued from page 6).</u>			
JERRY SILVERMAN	Summer dress collection, designed by Shannon Rodgers. 530 Seventh Avenue, 10th Floor, CH. 4-4940.		
ROBERT SLOAN	Sportswear and separates, designed by Sylvia de Gay. 498 Seventh Ave., 7th Fl. Publ.: Margaret Hodge, LT.1-3260.		
TRAVILLA (LOS ANGELES)	Summer California collection; also William Sarris group. Savoy-Hilton Hotel, Suite 1138, EL. 5-2600.		
ULLA	Stretch knits and sportswear, designed by Vicki Cooper. 1384 Broadway, 18th Floor, BR. 9-9076.		
VIA VENETO 7- GINO PAOLI	Fall-Winter fashions, designed by Lancetti and Ghigi. 550 Seventh Avenue, 18th Floor, BR. 9-0925.		
WHITE STAG MFG. CO. . .	Deep Summer and Transitional collection. 1407 Broadway, 18th Floor, BR. 9-1972.		
MURRAY ZENKEL, INC. . .	Summer collection, designed by Helen Clifford. 530 Seventh Avenue, 19th Floor, CH. 4-2270.		

Friday Feb. 23 5:30 P.M.- 6:30 P.M. Cocktails	"FASHIONS ON THE AVENUE"--SHOW "After One"--fashions by Philip Hulitar. Furs--J. Diamond. Coiffures-- Emile Bock. Gloves--Kislav. Hosiery--Phoenix. No minimum. Also Sunday, Feb. 25, brunch, 1:00-3:00 P.M. Reservations--\$4.50; contact: Mr. Hugo, PL. 5-0600. Fashion Show Producer: Martha Holiday, RE. 7-2160.	PHILIP HULITAR; J. DIAMOND FURS	HOTEL DRAKE MON PLAISIR
Sunday Feb. 25 12:30 P.M. Brunch	SPRING COATS & SUITS DURING BRUNCH Spring coats and suits by Dave Bellsey, available at Lord & Taylor. Mil- linery--John Frederics. Gloves--Kislav. Shoes--Ferragamo. Jewelry--Ann Caviness. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Pub- licity: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.	DAVE BELLSEY (BELLICIANO)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Feb. 25	BRUNCH SHOWING OF FASHIONS AT HOTEL DRAKE, 1:00 P.M. (See Above)		
Feb. 26	MACY'S RELEASE DATE--Ready-to-wear imports. Preview, Feb. 20. (See Pg. 4)		
Feb. 27	PARIS PICTURE RELEASE DATE.		
Tuesday Feb. 27 11:00 A.M.	PRESS PREVIEW: SPRING CUSTOM-ORDER FASHIONS Preview for the press of the Oldric Royce custom-order Spring collection. (For release, Fri., March 2.) By invitation. Publicity: Lee Bond at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Tuesday Feb. 27 3:30 P.M.	FASHION CONFERENCE: FALL-WINTER 1962 Preview and evaluation of trends in apparel and shoes: color, texture, shape, design, for Fall-Winter 1962. Admission by advance registration. Tickets: \$5.00 (includes swatched color guide). Contact: Thelma Hennessey, MU. 6-7520.	NAT'L SHOE RETAILERS ASSOCIATION	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 27 4:30 P.M. Cocktails	FASHION SHOW: IMPORTED KNITWEAR Special collection of Italian knits for men and women in DuPont fibers, including Spring and Summer models presented in January by leading couture houses at Pitti Palace, Florence. Showing promptly at 5:00 P.M. By invitation. Press contact: Mabel Henderson, LO. 3-6400, Ext. 303. Trade contact: Nancy McNish, LO. 3-6400, Ext. 491.	DU PONT	SHERATON-EAST HOTEL BALLROOM
Tuesday Feb. 27 7:30 P.M.- 9:30 P.M.	INDUSTRY SEMINAR Henry van Amerigen will discuss modern perfumery; Joseph Petainek--future of the aerosol; Leonard Schultes--fragrance and the bath. Prices: \$3.00, members; \$4.50, non-members. Publicity: Annette Green Assoc., 101 Park Avenue, MU. 3-5563.	THE FRAGRANCE FOUNDATION, INC.	BENJAMIN FRANKLIN CLUB 23 PARK AVENUE
Wednesday Feb. 28 4:00 P.M. Champagne	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Showing of Nilo de Paul's Spring-Summer custom-order fashions at new salon. By invitation. Contact: Violette Martens at J.V. Connolly Co., 521 Fifth Avenue, MU. 7-5490.	NILO, LTD.	1134 FIRST AVENUE SALON - 62ND STREET
March 2	STERN'S RELEASE DATE--New Young Couture Shop. (No Show)		
March 2	OLDRIC ROYCE RELEASE DATE--Custom-order fashions. Preview Feb. 27.(See p.7)		
Friday March 2 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Spring custom-order collection, designed by Leslie Morris. (For release, Mon., March 5.) By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Friday March 2 12:45 P.M. Luncheon	PRESS PREVIEW OF LAURA APONTE KNITS Saks Fifth Avenue will preview Laura Aponte's Italian knits. (For release, Monday, March 5.) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL LOUIS XVI SUITE
Monday March 5 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORT FASHIONS B. Altman will present their import collection to the press. By invitation. Publicity: Eleanor Horton, OR. 9-7800.	B. ALTMAN & CO.	CHARLESTON GARDEN 8TH FLOOR
Monday March 5 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Spring collection. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Monday March 5 12:00 Noon- 4:00 P.M.	SPRING FASHIONS AT BENEFIT SHOW Fashions by Christian Dior-New York, available at De Pinna, for the benefit of Ass'n of Retarded Children. Contact: Dior--Mary McFadden, LO. 4-9220; De Pinna--Betty Flannery, PL. 7-9000.	CHRISTIAN DIOR-N.Y.; DE PINNA	WALDORF-ASTORIA HOTEL BALLROOM
Tuesday March 6 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 6 1:00 P.M. Luncheon	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. (For release, Fri., March 9.) By invitation. Publicity: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
March 7	ASH WEDNESDAY--Beginning of Lent.		
Wednesday March 7 9:00 A.M. and 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Spring import collection at breakfast and luncheon. Report by Jessica Daves, Editor-in-Chief, "Vogue" Magazine. Presented by ready-to-wear com- mittee of The Fashion Group and "Vogue" fashion editors. Prices: Breakfast- \$6.00, members; \$10.00, guests; Luncheon--\$10.00, members; \$15.00, guests. One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
March 8	STERN'S RELEASE DATE--Import fashions.		
Thursday March 8 3:30 P.M.	OPENING: SPRING CUSTOM-ORDER COLLECTION Chez Ninon will present their Spring custom-order collection of French imports to press and customers. By invitation. Contact: PL. 3-6821.	CHEZ NINON, INC.	487 PARK AVENUE SALON
March 9	MACY'S RELEASE DATE--Import fashions. Preview March 6 at 1:00. (See Above)		
Friday March 9 9:30 A.M. Breakfast	PREVIEW: LINE-FOR-LINE IMPORT FASHIONS Press preview of Ohrbach's import Spring couture line-for-line reproductions of coats, suits, and dresses. (For release, Mon., March 12.) By invita- tion. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Saturday March 10- March 18	INTERNATIONAL FLOWER SHOW "Gardens of Yesterday and Tomorrow"--forty-fifth annual flower show. Hours: First two days, 2:00 P.M.-10:00 P.M. Thereafter 10:00 A.M.-10:00 PM. Last day, 1:00 P.M.-7:00 P.M. Tickets: \$2.00 (adults); 90¢ (children). Publicity: Abbot M. Geer at E.M. Freystadt, LE. 2-5960.	HORTICULTURAL SOCIETY; N. Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
Saturday March 10- March 18	N.Y. COLISEUM ANTIQUES FAIR Over 140 exhibits by antique dealers from Eastern and Midwestern states; also England. Hours: 1:00-11:00; Sundays, 2:00-7:00. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publ.: Mary Osborne, MU.3-9128.	WESTCHESTER ENTERPRISES	NEW YORK COLISEUM COLUMBUS CIRCLE
March 12	OHRBACH'S RELEASE DATE--Line-for-line fashions. Preview March 9.(See p.9)		
Monday March 12- March 17	FIFTY-NINTH ANNUAL AMERICAN TOY FAIR About 1500 exhibitors will show at the 1962 Toy Fair, with temporary ex- hibit at Hotel New Yorker; also permanent showroom exhibits at 200 Fifth Ave. and 1107 Broadway. Contact: Paul Shipman, CH. 3-8508.	TOY MANUFACTURERS OF THE U.S.A., INC.	HOTEL NEW YORKER & 1107 BROADWAY
Tuesday March 13 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Spring-Summer custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 13	SAKS FIFTH AVENUE RELEASE DATE--Paris Imports. (No Press Show)		
Wednesday March 14 10:00 A.M.	PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of French and Italian imports and reproductions. (<u>Limousine service to and from showing.</u>)	ALEXANDER'S	PARAMUS, NEW JERSEY
	By invitation. Fashion Director: Rene Hall, CY. 8-2000.		
Wednesday March 14 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Elizabeth Arden's ready-to-wear and custom originals. By invitation. (<u>For release, Fri., March 16.</u>)	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
	Publicity: Rasponi Assoc., 667 Madison Ave., TE. 8-8171.		
Thursday March 15 12:00 Noon- 2:00 P.M. Luncheon	PREVIEW AT LUNCHEON OF KNITWEAR FASHIONS Dalton of America and its James Kenrob division will preview their Fall collection of knitted suits, dresses, and separates in wool and cashmere ensembles. For press and buyers, by invitation. Publicity: Bob Turk at Donald E. Degnan Assoc., 247 Park Avenue, TN. 7-0808.	DALTON OF AMERICA (1407 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Thursday March 15 12:00 Noon- 4:00 P.M.	SPRING FASHIONS AT BENEFIT SHOWING Christian Dior-New York will present their Spring fashions, available at Lord & Taylor, to benefit the Nassau Hospital. By invitation. Contact: Mary McFadden, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK	GARDEN CITY HOTEL (L.I.) BALLROOM
Friday March 15 10:00 A.M. Coffee	PRESS SHOWING OF IMPORT FASHIONS Gimbels' showing of import fashions to the press. (<u>For release, Monday, March 19.</u>) (<u>Note Change Of Date.</u>) By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR
March 16	ELIZABETH ARDEN'S RELEASE DATE--Preview March 14 at 3:00. (See Above)		
March 19	GIMBELS RELEASE DATE--Import fashion preview March 16 at 10:00. (See Above)		
March 19- March 21	ANNUAL INTERNATIONAL BEAUTY SHOW AT STATLER-HILTON HOTEL. Contact: Joseph Byrne, Managing Director, 16 West 46th Street, PL. 7-9050.		
Tuesday March 20 11:30 A.M.	SPRING-SUMMER PREVIEW BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Thursday March 22 12:30 P.M. Luncheon	EUROPEAN READY-TO- WEAR AT LUNCHEON Macy's "made-in" collection of ready-to-wear from Europe, during luncheon. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
April 18	PASSOVER -- begins Wednesday, April 18, at sundown. (April 19-26)		
April 22	EASTER SUNDAY		

